

ABSTRACT OF THE DISCLOSURE

A method and apparatus for forming a rolled reinforcing rib in an end shell of a container body in a single stroke and at a single station of a double action press prior to removal of the shell from the press. A blank disc is cut from sheet material by a punch core advanced by an outer ram. A chuckwall is then formed between a central panel and an outer flange. The central panel is clamped against a die core and a portion of the chuckwall is clamped against a die core ring. An unclamped portion of the chuckwall is located in a void formed between the punch core and die core ring and is rolled into the reinforcing rib upon continued advancement of inner and outer pressure sleeve while maintaining a tight clamping engagement of the central panel and outer flange of the blank disc. Simultaneous removal of the clamping force applied by the punch core and inner and outer pressure sleeves retain the rib in its rolled condition.